

Message Text

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21

ACTION NEA-10

INFO OCT-01 EB-07 ISO-00 /018 W
----- 102886

R 061215Z MAY 76
FM AMEMBASSY RABAT
TO SECSTATE WASHDC 8523
USDOC WASHDC
INFO AMEMBASSY ALGIERS
AMEMBASSY TUNIS
AMCONSUL CASABLANCA POUCH

UNCLAS RABAT 2494

USDOC PASS TO CAGNE FOR JENSEN FROM JACOBSEN

E.O 11652: N/A

TAGS: BEXP MO

SUBJECT: TSS AGRICULTURAL LANDS DEVELOPMENT

1. BEGIN TEXT: SEMINAR IN RABAT WENT SMOOTHLY AND FROM ALL INITIAL INDICATIONS IT HAS BEEN SUCCESSFUL FROM A COMMERCIAL STANDPOINT.
 2. ALL SEMINAR PARTICIPANTS ARRIVED ON TIME AND WITHOUT PROBLEMS. DAY OF ARRIVAL INCLUDED MEETINGS WITH INTERPRETERS, LUNCH AT DAR ES SALAM GOLF CLUB, AND BRIEFING WITH ECOUN AND AID DIRECTOR, FOLLOWED BY BUFFET FOR TEAM AT HOME OF AGATT.
 3. SEMINAR WAS WELL ATTENDED WITH A COUNT OF 64 PERSONS IN AUDIENCE AT OPENING AND 100 PLUS FOR SOME PRESENTATIONS. USIS EXTREMELY HELPFUL IN PROVIDING PROJECTION EQUIPMENT, PRESS AND TELEVISION COVERAGE OF LUNCHEON. INSTITUTE DIRECTOR BEKKALI OPENED SEMINAR WITH WELCOMING SPEECH GIVEN BY MINAG M'ZILY. ASSISTANT SECRETARY LONG RESPONDED WITH PREPARED REMARKS ON PURPOSE OF SEMINAR AND US DRY LANDS EXPERIENCE. REST OF MORNING DEVOTED TO SEMINAR PAPERS. TRANSLATION ARRANGEMENTS WORKED OUT WELL.
 4. LUNCHEON HOSTED BY AMBASSADOR, ATTENDED BY MINCOOP BENHIMA, MINAG M'ZILY, AND 50 SENIOR MOROCCAN TECHNICAL OFFICIALS AND BUSINESSMEN PLUS MISSION PARTICIPANTS. IT
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IS UNUSUAL IN MOROCCO, AND THEREFORE VERY HIGH COMPLIMENT

TO GROUP, FOR LUNCHEON TO HAVE BEEN ATTENDED BY TWO MINISTERS.
MUCH OF SUCCESS DUE TO ACTIVE SUPPORT FROM EMBASSY TEAM, AND
ABOVE ALL TO PERSONAL INVOLVEMENT OF AMBASSADOR.
5. RECEPTION FOLLOWING SEMINAR DREW ATTENDANCE OF ABOUT 75.
MANY APPOINTMENTS AND CONTACTS MADE WITH SEVERAL SUBSTANTIAL
DEALS AND AGENCY AGREEMENTS IN PROSPECT. FOR EXAMPLE: FMC,
THROUGH APPOINTMENT ARRANGED BY NAJEM, THIRD RANKING OFFICIAL
OF MINAG AND EMBOFFS, MET WITH DIRECTOR OF WATER RESOURCES,
MR. DINIA, AND DEPUTY DIRECTOR, DR. KABBAJ. DETAILS WILL
FOLLOW AS AVAILABLE. SOULES MADE CONTACT WITH LEADING MOROCCAN
RICE/SUGAR GROWER WITH SEVERAL MILLION DOLLAR DEAL IN PROSPECT.
ROME WAS GUEST OF DIRECTOR OF LAND IMPROVEMENT (M. HAILIM).
MR. FARRAJ ALSO VISITED LARGE SUGAR PROJECT NORTH OF RABAT AND
INDICATED HE SEES "GREAT POTENTIAL" FOR HIS COMPNY THERE.
END TEXT. JACOBSEN.

6. POST COMMENT: COVERAGE BY PRESS AND TELEVISION WAS
EXTENSIVE. TV GAVE SEVERAL MINUTES TO OPENING CEREMONIES AND
LUNCH PLUS 4 TO 5 MINUTE POST-SESSION TV INTERVIEW WITH MINAG
M'ZILY DEVOTED TO MOISTURE BARRIER CONCEPT RAISED AT SEMINAR.
ALL THREE FRENCH LANGUAGE MEWSPAPERS AND ARAB LANGUAGE AL
ANBAA PROVIDED MULTI-COLUMN COVERAGE, INCLUDING FULL TEXT M'ZILY
AND AMBASSADOR SPEECHES AND EXTENSIVE EXTRACTS LONG TALK (ALL
TEXTS POUCHED FOR DESK). NEWSREEL FOOTAGE SHOT TO BE RUN
LATER IN CINEMAS. ASSISTANT SECRETARY LONG GIVEN TOUR OF
HASSAN II INSTITUTE AND NEARBY AGRICULTURAL RESEARCH STATION,
CONDUCTED BY INSTITUTE DIRECTOR BEKKALI AND SENIOR OFFICIALS.
THIS IS FIRST TIME IN POST MEMORY OPPOSITION NEWSPAPER
L'OPINION HAS RUN FULL SPEECH BY US AMBASSADOR OR PERMITTED
PRAISE OF MULTI-NATIONALS TO CREEP INTO ITS USUALLY CRITICAL
COLUMNS. SHORT EDITORIAL QUESTIONING HIGH HOPES EXPRESSED AT
SEMINAR IN AGMIN'S SPEECH DID NOT RPT NOT IN OUR OPINION
EFFECTIVELY COUNTER IMPACT OF MAIN NEWS COLUMNS.
END COMMENT.ANDERSON

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